

NAB Form PB-17 Issues

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KUTV--Channel 2, Salt Lake City, UT	<b>Date:</b> 10/17/12
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I, Laura Polacheck  
do hereby request station time concerning the following issue:

Social Security and Medicare	
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	The Price is Right, 11:00--Noon	October 24, October 26, October 29, October 31		The total number of spots is eight over eight days, as specified in columns two and three	n/a
	News at Noon Noon-1:00 pm	October 25, October 30, November 1 <del>November 5</del>			

<b>Total Charges:</b>	
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This broadcast time will be used by: AARP

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AARP

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

10/17/12

Date

Laura Polacheck

Signature

801-567-2643

Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted☐ Accepted in Part☐ Rejected

[Signature]  
Signature

KRISTEN HENDERSON POLITICAL ADVERTISING SPECIALIST  
Printed Name Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	11:00 am-Noon	October 24, October 26, October 29, October 31			
	Noon-1:00 pm	October 25, October 30, November 1 November 5			

**Total Charges:** \$5,200 gross / \$4,420 NET

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

AARP  
6975 Union Park Center  
Ste 320  
Midvale, UT 84047

## Contract # 1394694

### Schedule Dates

10/24/12-11/05/12

### Advertiser

AARP-American Association of Retired Persons (27

### Agency

AARP (13126)

### Product

POLITICAL ISSUE (ns) (1187)

### Brand

AARP - YOUR FUTURE (480715)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

POLACHECK, LAURA

### Phone/Fax

(801) 567-2643 /

### CPE

N/A

### Account Types

Local/Political Issue Agency BRD

### Billing Type

Standard

### Comments

Date Entered 10/17/12

Last Modified 10/17/12

Entered By Kristen Henderson

CO-OP

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$780.00

Net Total \$4,420.00

Sales Tax

10/17/12

10/17/12

Kristen Henderson

No

CO-OP

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